



BRAND GROWTH LEARNINGS

WHAT IS OUR BRAND GROWTH PLATFORM?



BRAND GROWTH IS A NEW PLATFORM WHERE SCIENCE MEETS PRACTICE FOR UNDERSTANDING GROWTH

OUR MARKET LEARNINGS



A qualitative and quantitative study

CONTENT SHARING

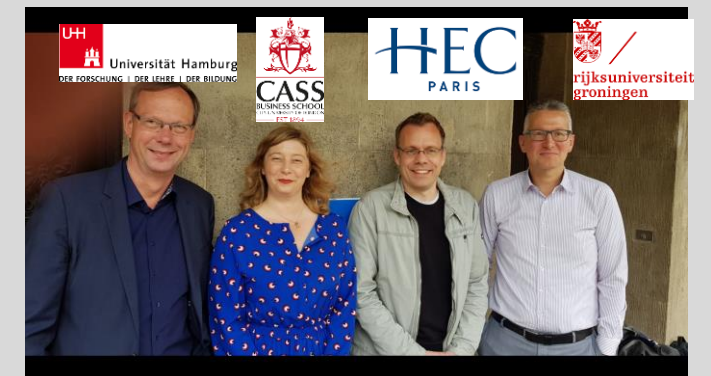


Key note speeches whitepapers case studies and round tables

ACADEMIC LEARNINGS




Relevant academic work that will be integrated in the findings




THE INGREDIENTS FOR GROWTH STUDY IS A MIX OF VISION INTERVIEWS AND QUANTITATIVE RESEARCH

QUALITATIVE 

Vision interviews with over 50 CMO's or marketers with an overall responsibility for marketing

QUANTITATIVE 

Online quantitative study with over 500 marketers in 2 years

2 YEARS 

2 year study with trends over 2 years



BASED UPON PERFORMANCE WE HAVE CREATED TWO GROUPS



WINNERS

Companies that do better than the main competitors in the category: growing companies!



LOSERS

Companies that do worse than the competitors in the category.

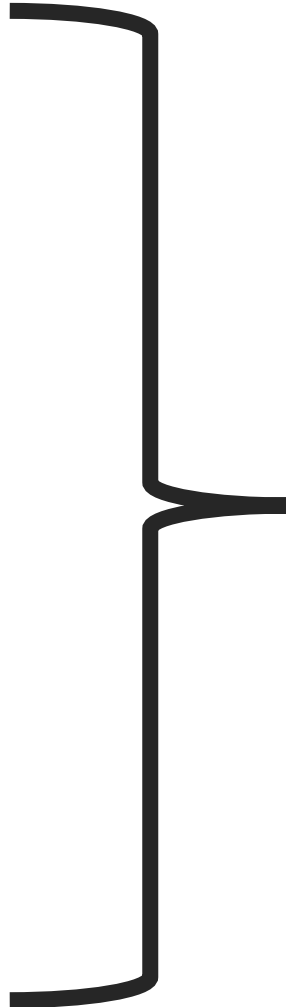


THE 2018 BRAND GROWTH EVENT CONSISTS OF DIFFERENT SPEAKERS AND TOPICS

ACADEMIC REVIEW

PANEL DISCUSSION

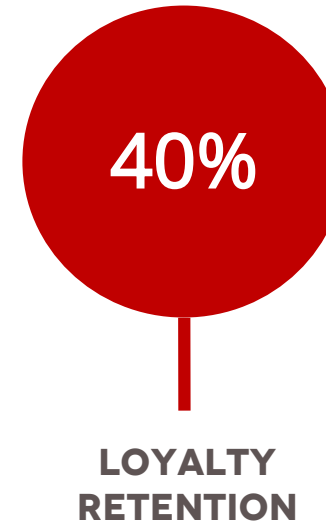
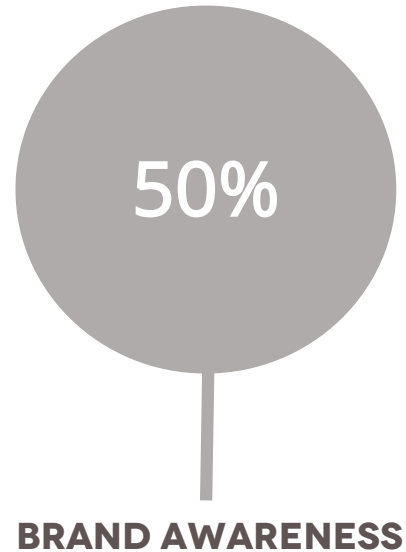
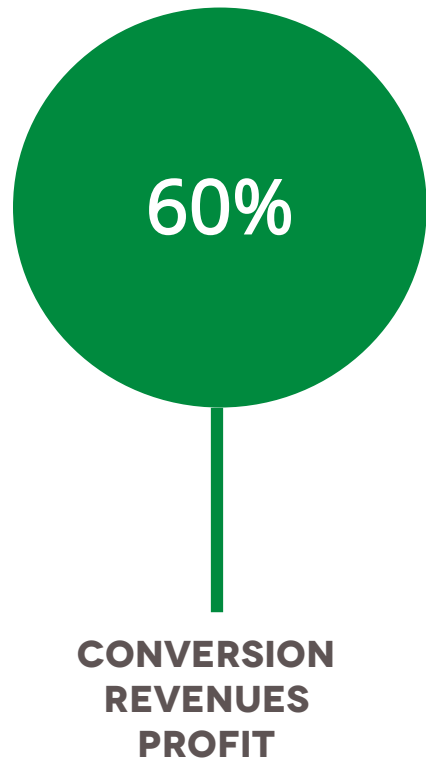
MEDIA LEARNING



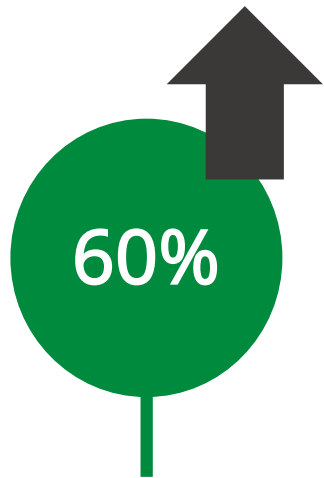
WHAT IS GROWTH? AND WHAT IS THE BEST KPI FOR GROWTH?



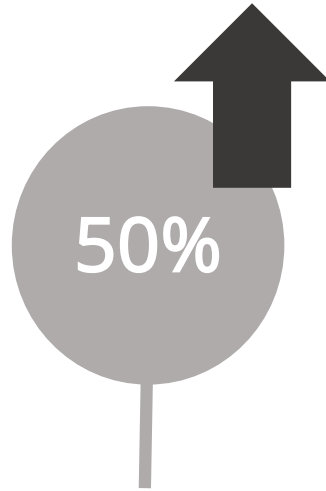
WHAT IS ACCORDING TO MARKETERS THE **MOST IMPORTANT KPI** TO DETERMINE THE SUCCESS OF MARKETING AND GROWTH



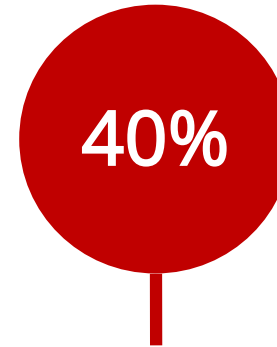
THIS HAS CHANGED TO LAST YEAR AND DIFFERENCES ARE MORE VISIBLE AROUND LOYALTY



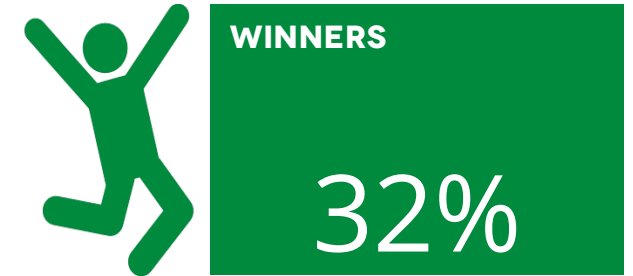
CONVERSION
REVENUES
PROFIT



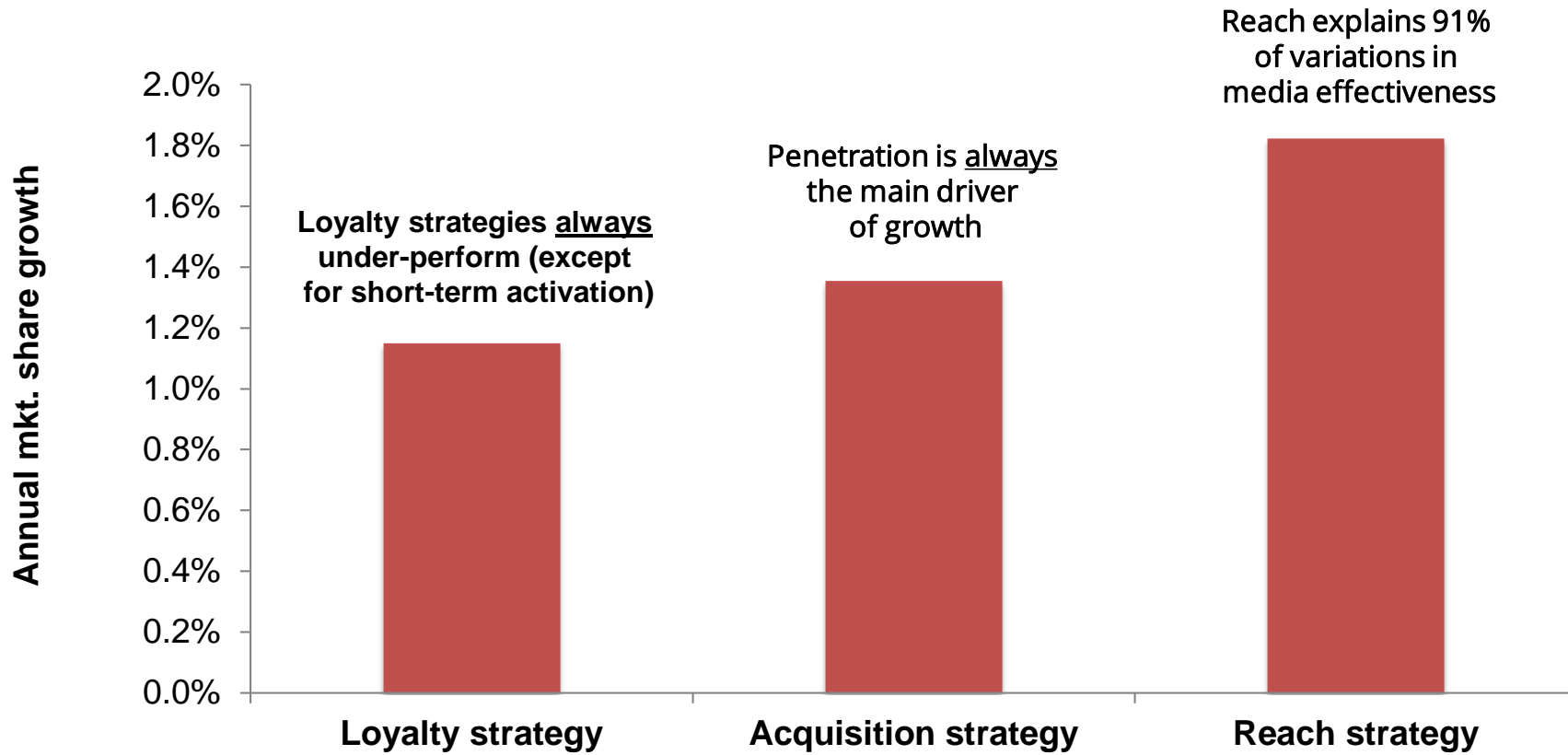
BRAND AWARENESS



LOYALTY
RETENTION



THE WORK FROM LES BINET ALSO SUPPORTS THE FACT THAT PENETRATION IS THE MAIN DRIVER FOR GROWTH



Base: 2008-16 IPA cases (Les Binet)

ACCORDING TO SCIENCE, WE SHOULD NOT FORGET ABOUT LOYALTY, BUT WE SHOULD UNDERSTAND WHAT IT IS

	High frequency of repeat buying	Low frequency of repeat buying
strong positive attitude	“true” loyalty	Latent Loyalty
weak (positive) attitude	Spurious Loyalty	No loyalty

Source: Peeter Verlegh



WE SHOULD DEFINE LOYALTY IN A DIFFERENT WAY

“But Byron Sharp says loyalty doesn’t exist!”

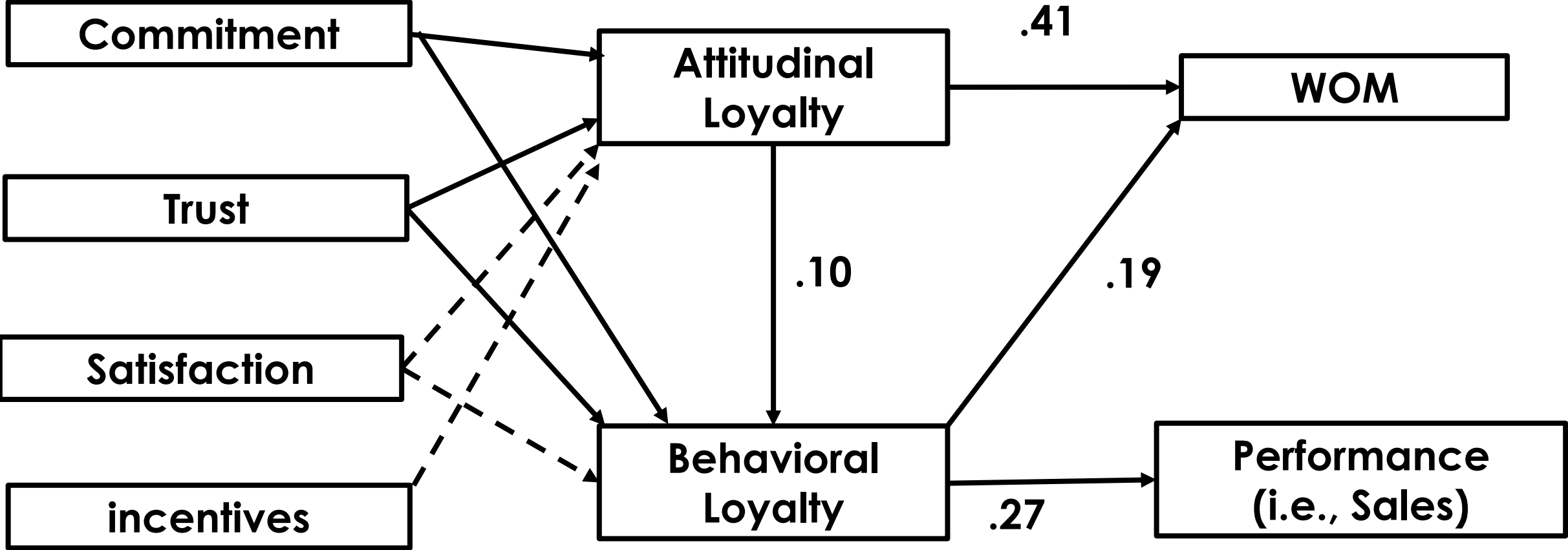
Not really: “while people are not 100% loyal, this doesn’t mean we need to ... disclaim any loyalty”
(HBG 2, p. 50)

In many markets people engage in repertoire buying – they tend to go back to the same brands in a category



LOYALTY: DRIVERS & CONSEQUENCES

Watson et al., 2015 (meta-analysis)



Source: Peeter Verlegh

HOW DO WE EVALUATE THE ROLE OF MEDIA? AND WHAT DO WE EXPECT?



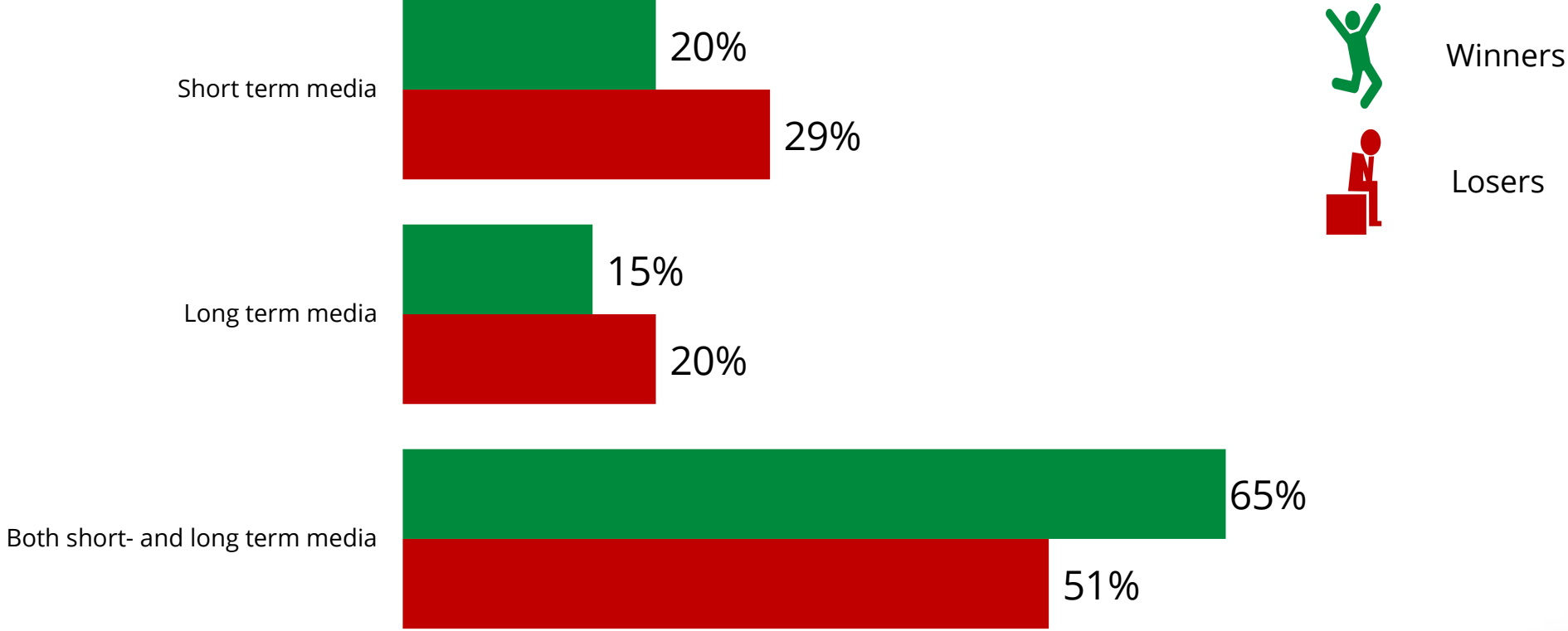
WE DON'T HAVE A LOT OF TRUST IN THE LEARNINGS WE GET FROM MEDIA DATA

- **38%** is satisfied with media data
- Advertising Agencies are most seen as sparring partners
- Research Agencies have access to the best information

Top 3 advisers

Media Agency	25%
Advertising Agency	21%
Research Agency	21%

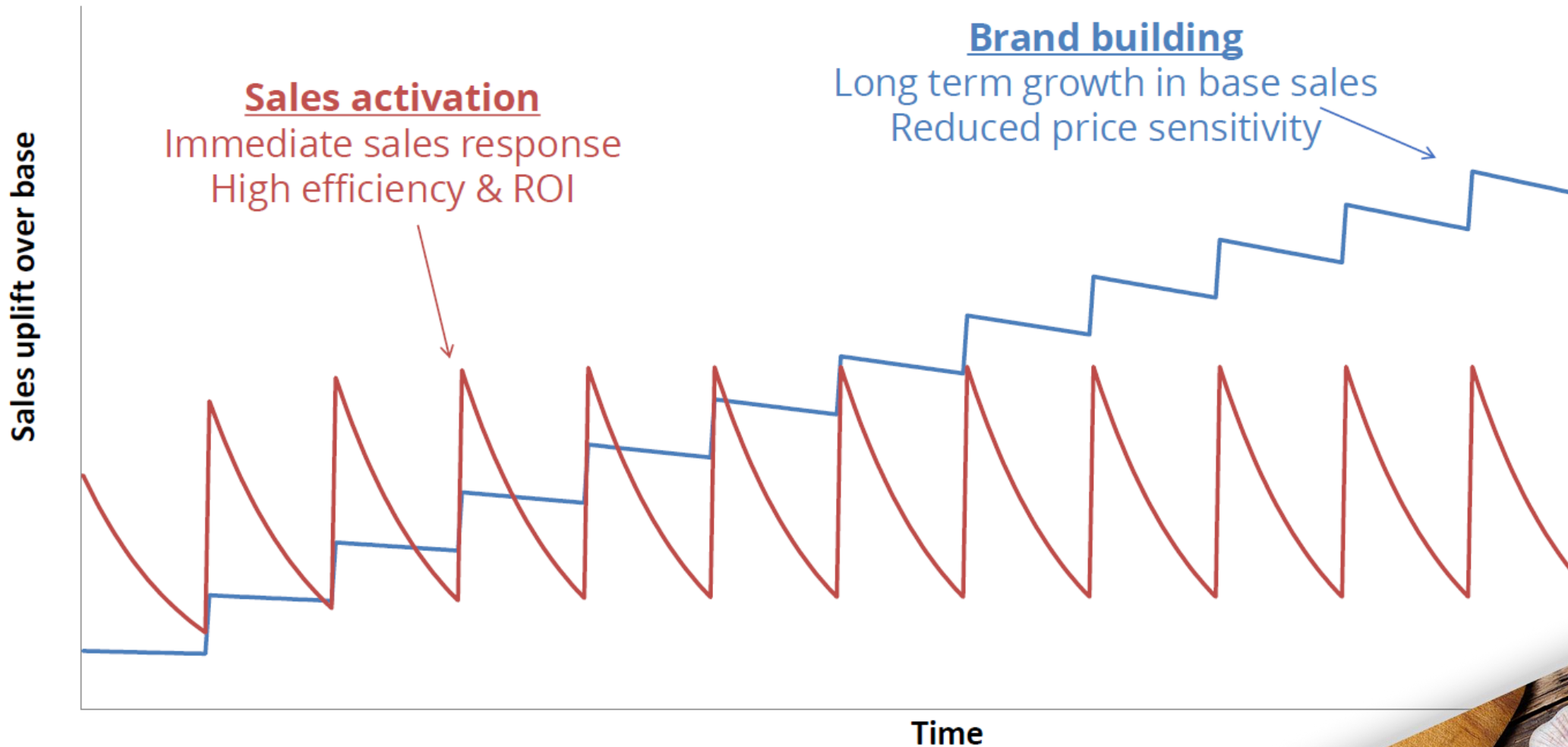
MOST COMPANIES USE MEDIA FOR THE SHORT- AND THE LONG TERM



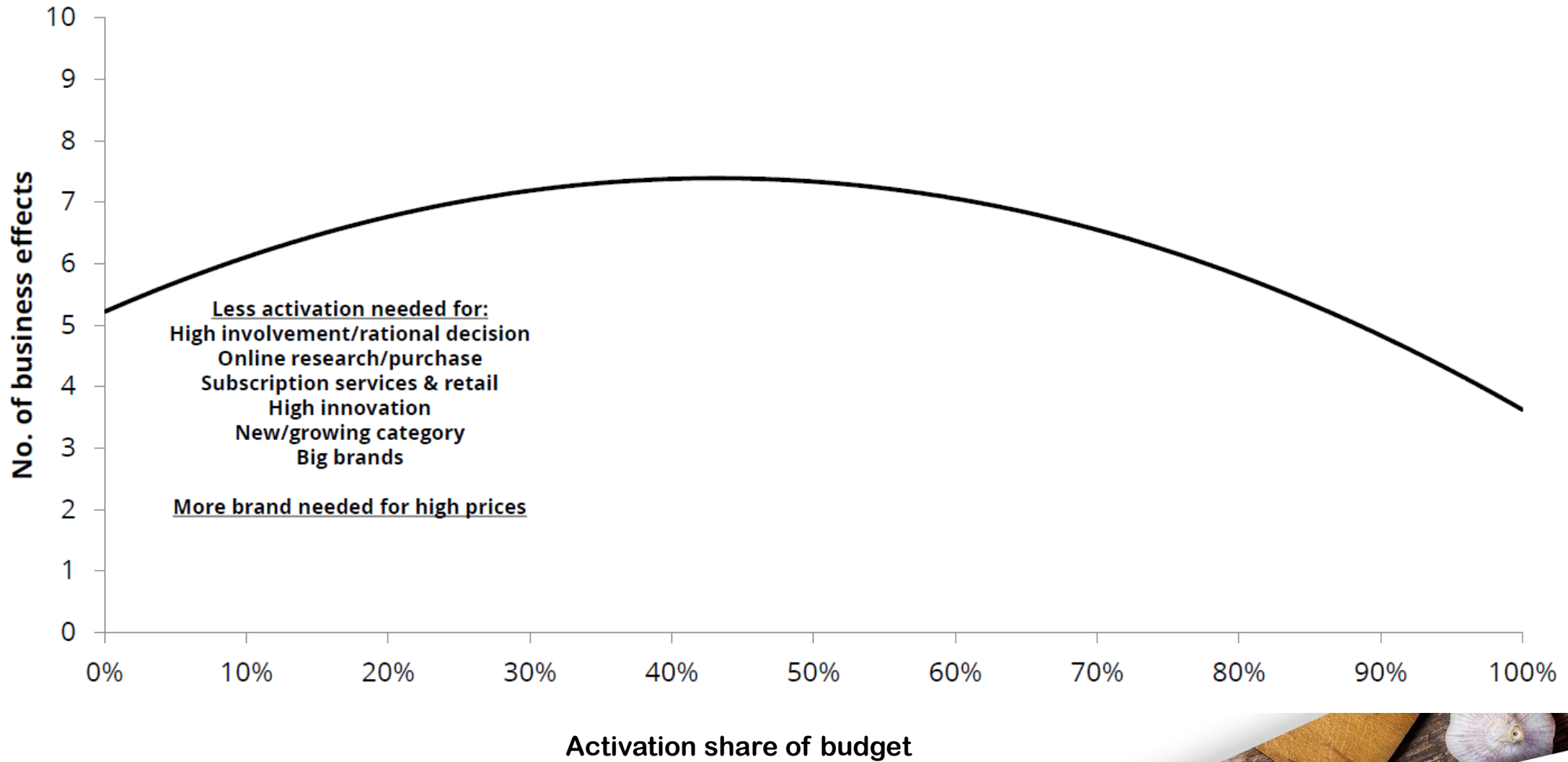
SUCCESSFUL COMPANIES FOCUS MORE ON THE LONG TERM



AND SHORT AND LONG TERM ARE OFTEN DESCRIBED AS BRAND BUILDING AND SALES ACTIVATION



THE GENERAL RULE TO DIVIDE BETWEEN LONG AND SHORT TERM IS 40:60 - WITH SOME EXCEPTIONS

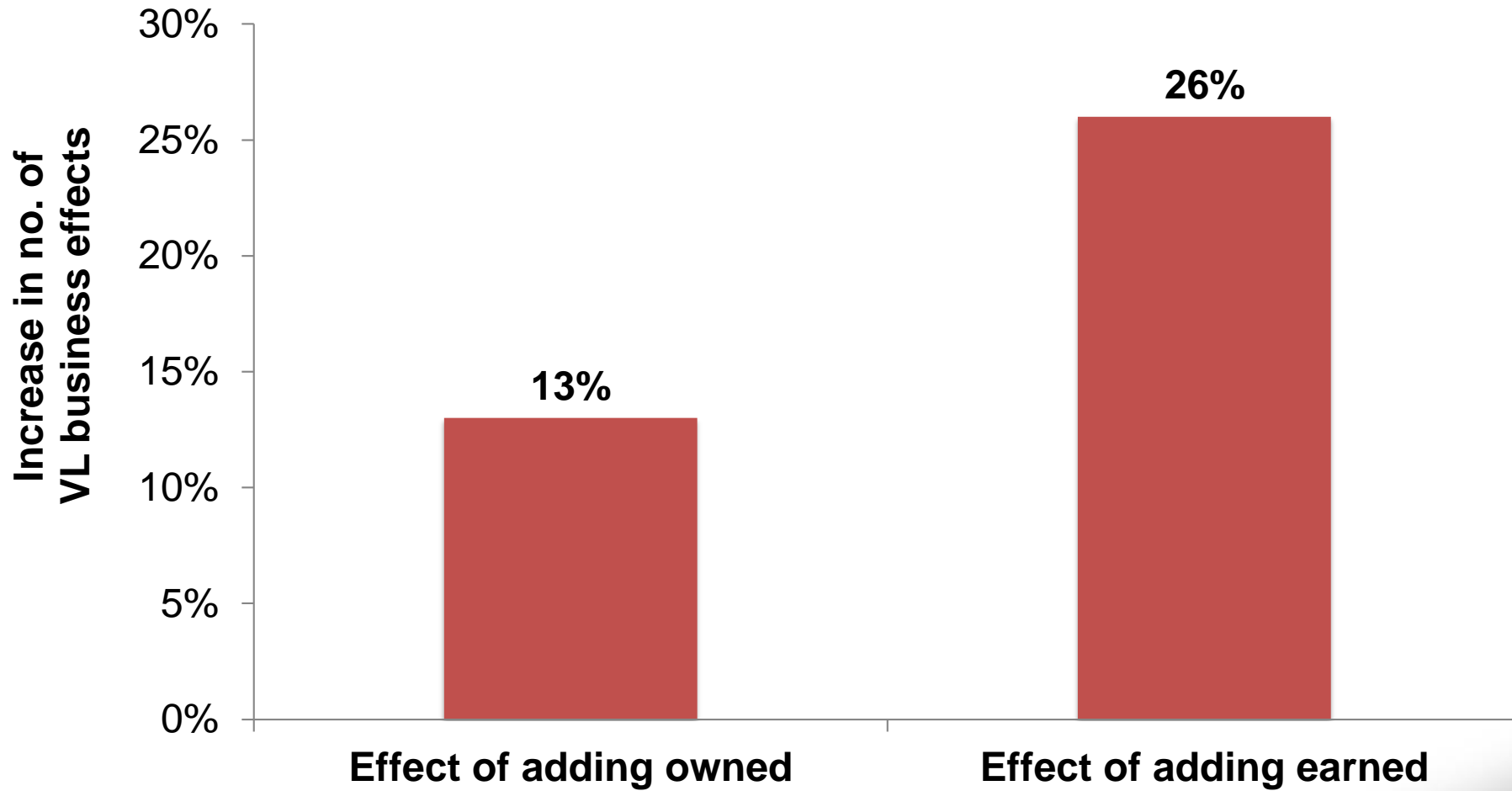


**HOWEVER, WHAT DO WE KNOW IF
WE THINK OF 60-40?**

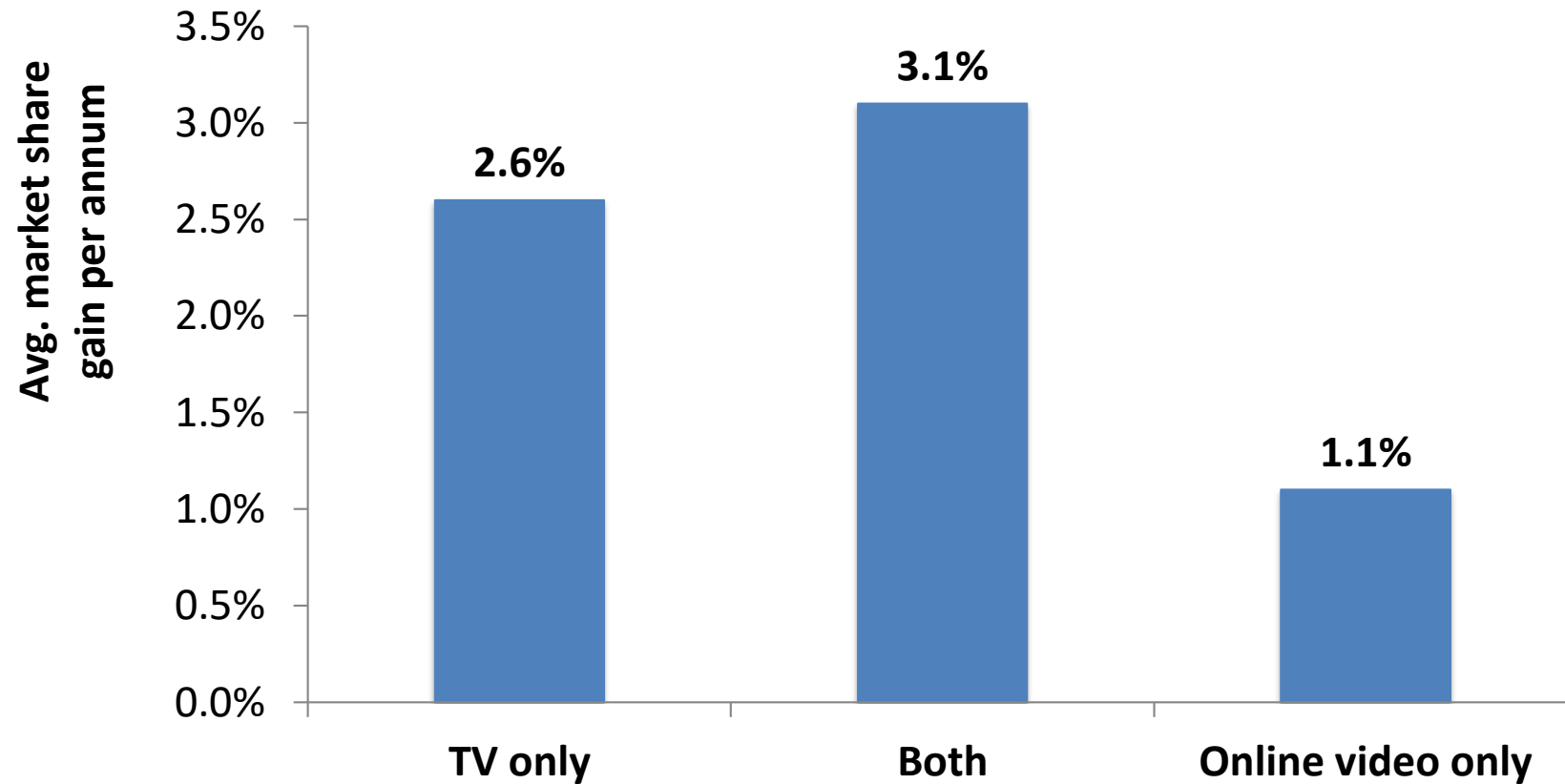
60-40 OF WHAT??



WE HAVE LEARNED THAT OWNED & EARNED MEDIA AMPLIFY EFFECTS...



AND THAT ONLINE & OFFLINE WORK IN SYNERGY



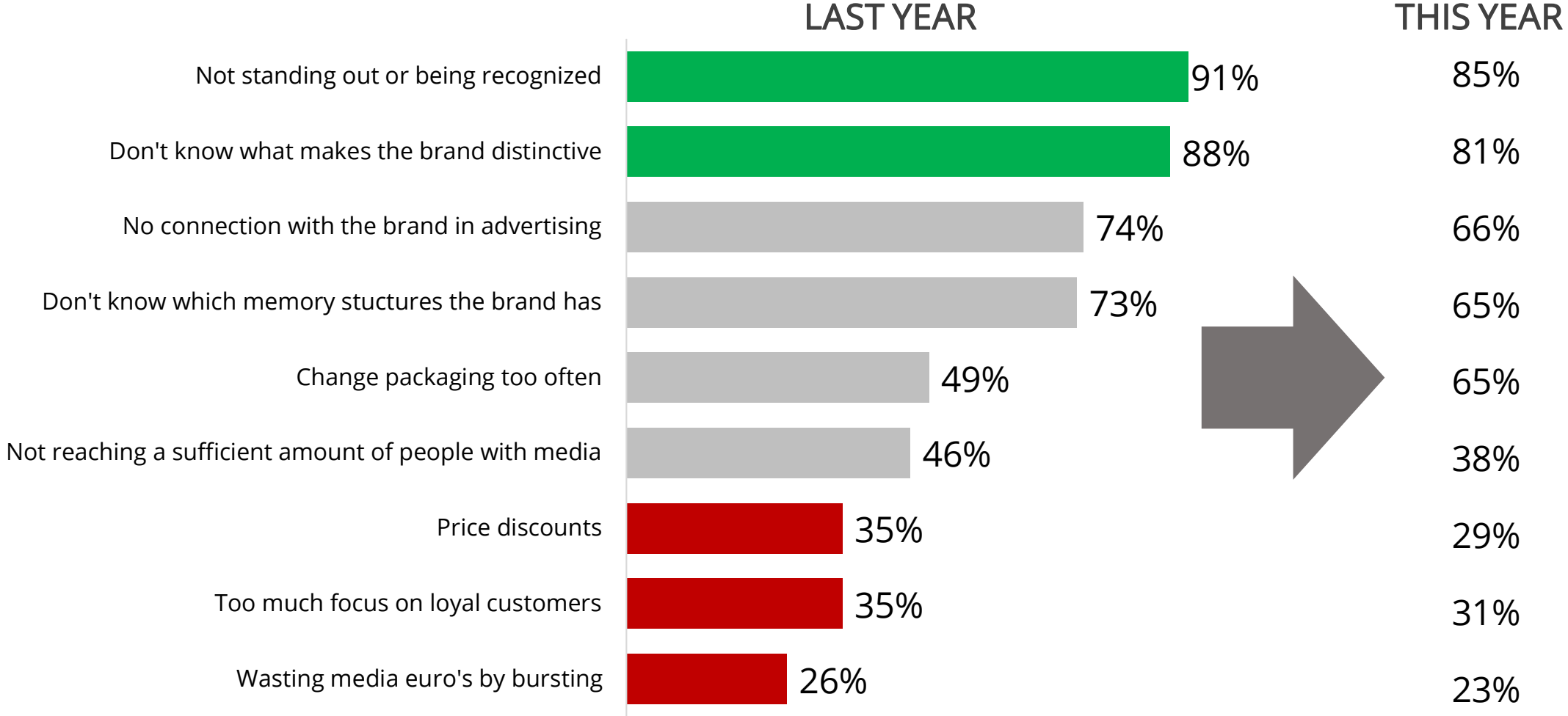
Source: IPA Databank, 2014-16 cases (Les Binet)



AND EVEN WORSE, DO WE BURST OR DRIPPLE?



WE ONLY PARTIALLY AGREE WITH THE SCIENTIFIC RESULTS, SUPPORTED BY A LOT OF EXAMPLES



SUCCESSFUL COMPANIES STOPPED BURSTING AND CHANGED TO ALWAYS ON

Effectiveness of “Always On”

An “always on” strategy is more efficient from a cost and performance perspective



SUCCESSFUL COMPANIES HAVE AN ALWAYS ON STRATEGY



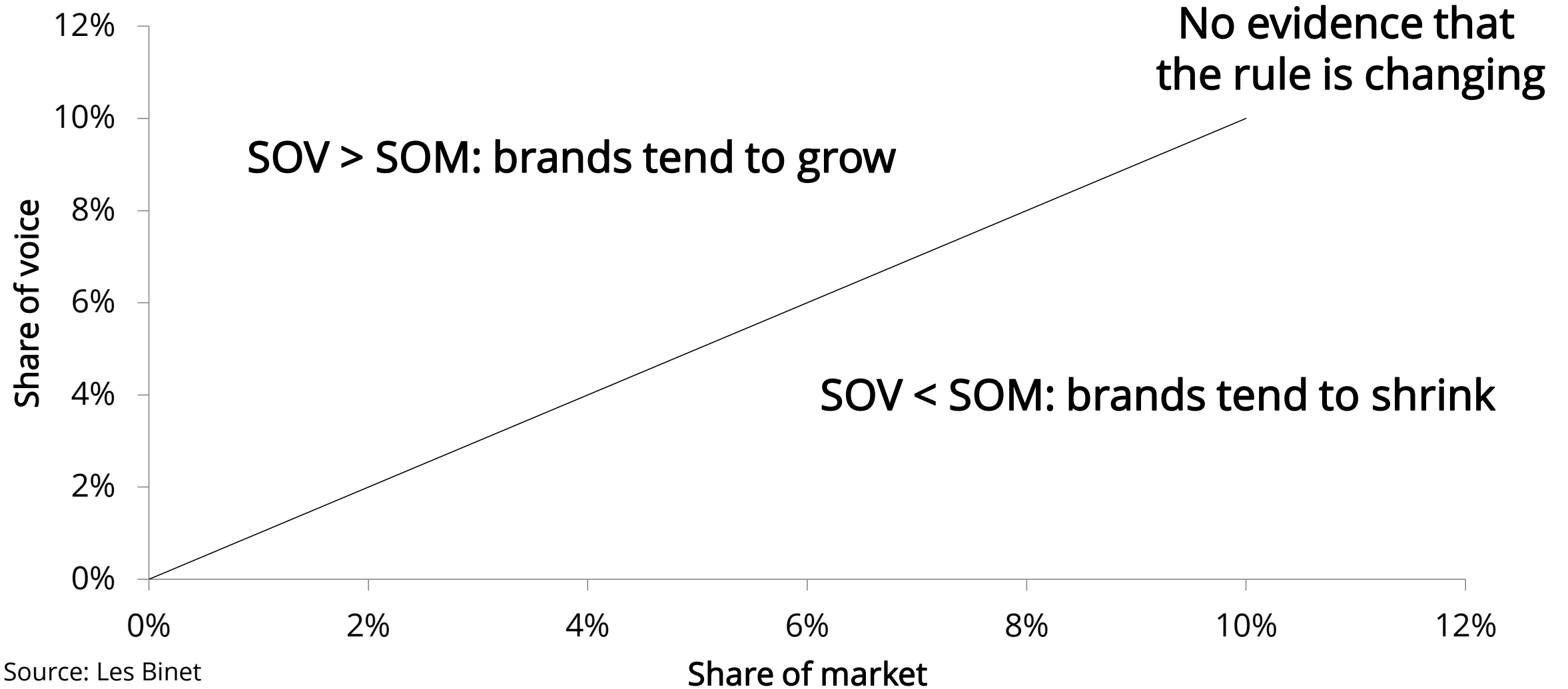
Winners



Losers



INVEST FOR GROWTH



**WE DO NOT HAVE A VALID SINGLE
KPI THAT REPRESENTS ALL MEDIA!**



THAT IS WHY WE HAVE DEVELOPED RPS: A NEW KPI THAT REPRESENTS ALL ACTIVITIES

Calculate sum of all contacts

Weight each media type to the engagement factor

Take format within channels into account

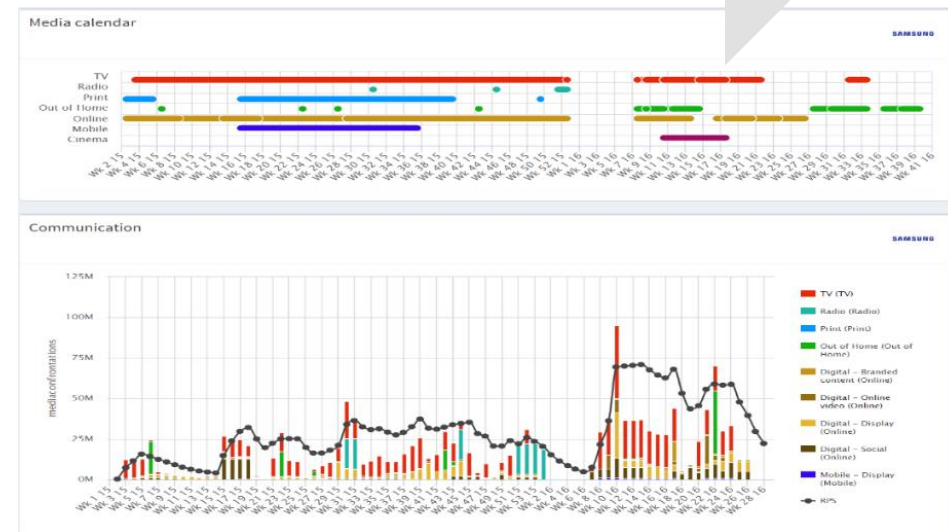
Take the strength of the medium into account

Determine the decay effect of the week before

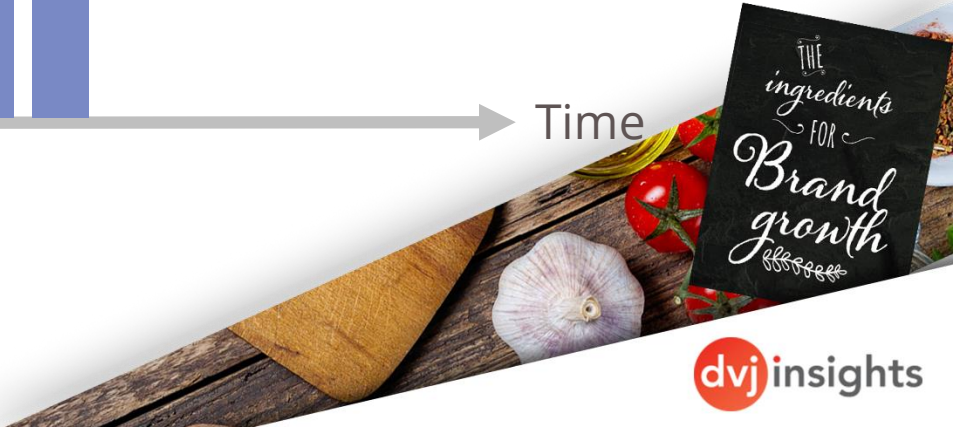
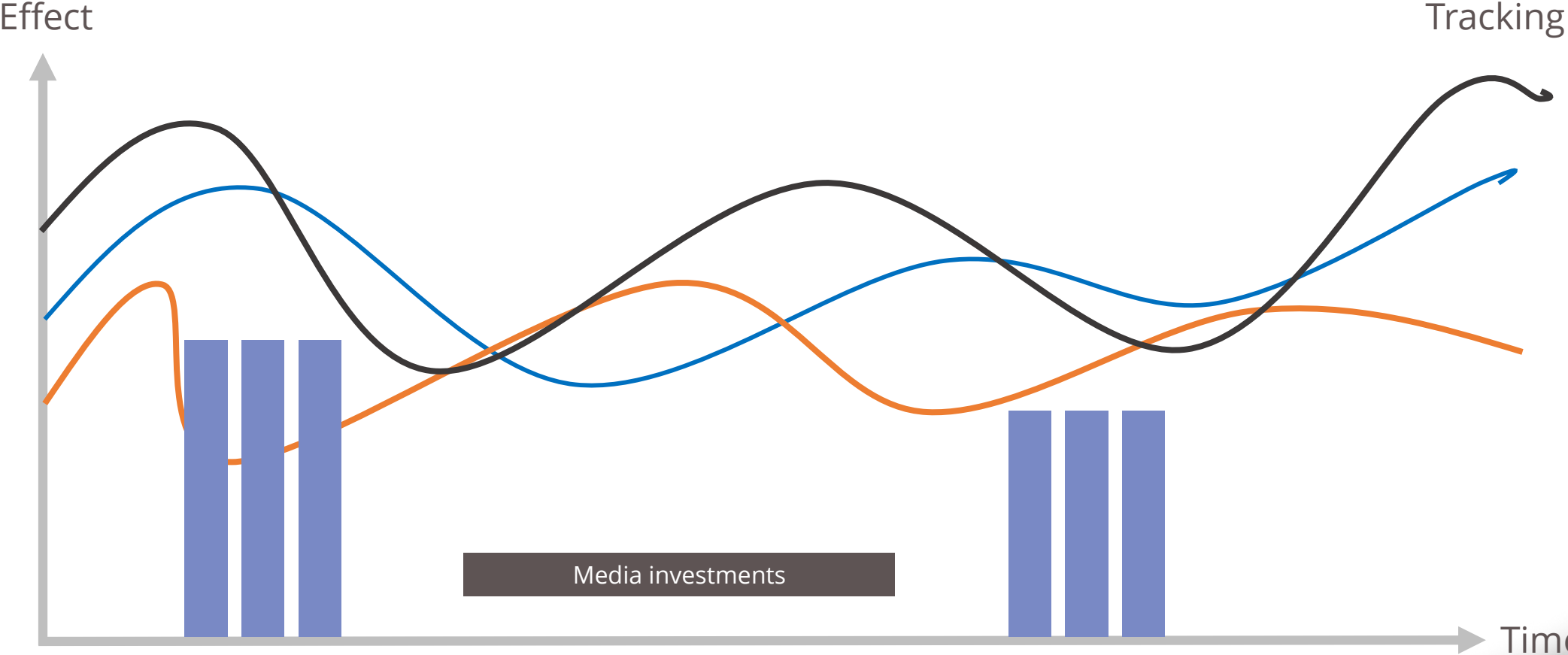
RPS is a new KPI that represents the real number of contacts that brands have with consumers. The RPS is based upon:

- All media including PR
- The strength of each medium
- The strength of a creative
- The decay effect of advertising

Every media plan is directly translated into this RPS in every market and becomes visible in the dashboard.



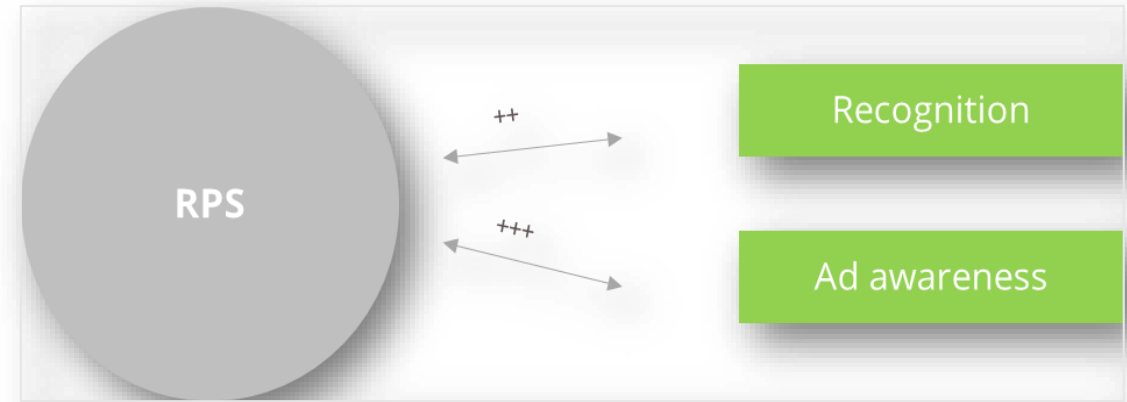
“MULTI ATTRIBUTION MODELLING” HELPS US UNDERSTAND THE RELATION BETWEEN DIFFERENT DATA SOURCES



OUR RPS APPROACH IS VALIDATED AGAINST MEDIA EXPENDITURES AND GRP'S

To validate RPS compared to expenditures and GRP's, we performed a large meta-analysis. For 52 weeks DVJ measured over 300 ads from more than 30 brands, in 5 different categories. For each of these brands we have created time series data with marketing KPI's, expenditures, GRP's and RPS. The results were promising and eye-opening to the people involved.

1. We found that there is NOT a significant relation between expenditures and advertising. This implies that a lot of the marketing mix modelling that is taking place should stop working with expenditures in their models!
2. The relation between GRP's and marketing KPI's is weak. If there isn't another option, we recommend working with GRP's instead of expenditures.
3. However, the strongest and most significant relation was with RPS. For almost all brands we saw a significant relation with RPS and the different marketing KPI's.



Conclusion

This validation study proved that there is a new KPI that represents all media (the holy grail) and this new KPI is linked to measuring marketing effectiveness. It outperforms the traditional KPI's like expenditures and reach and offers lots of possibilities to plan campaigns more effectively.



A STEPWISE APPROACH



1

SELECT THE MOST IMPORTANT KPI FOR YOUR STRATEGY (VISIONS)

2

INTEGRATE THE RELEVANT DATA SOURCES TO UNDERSTAND THE IMPACT

3

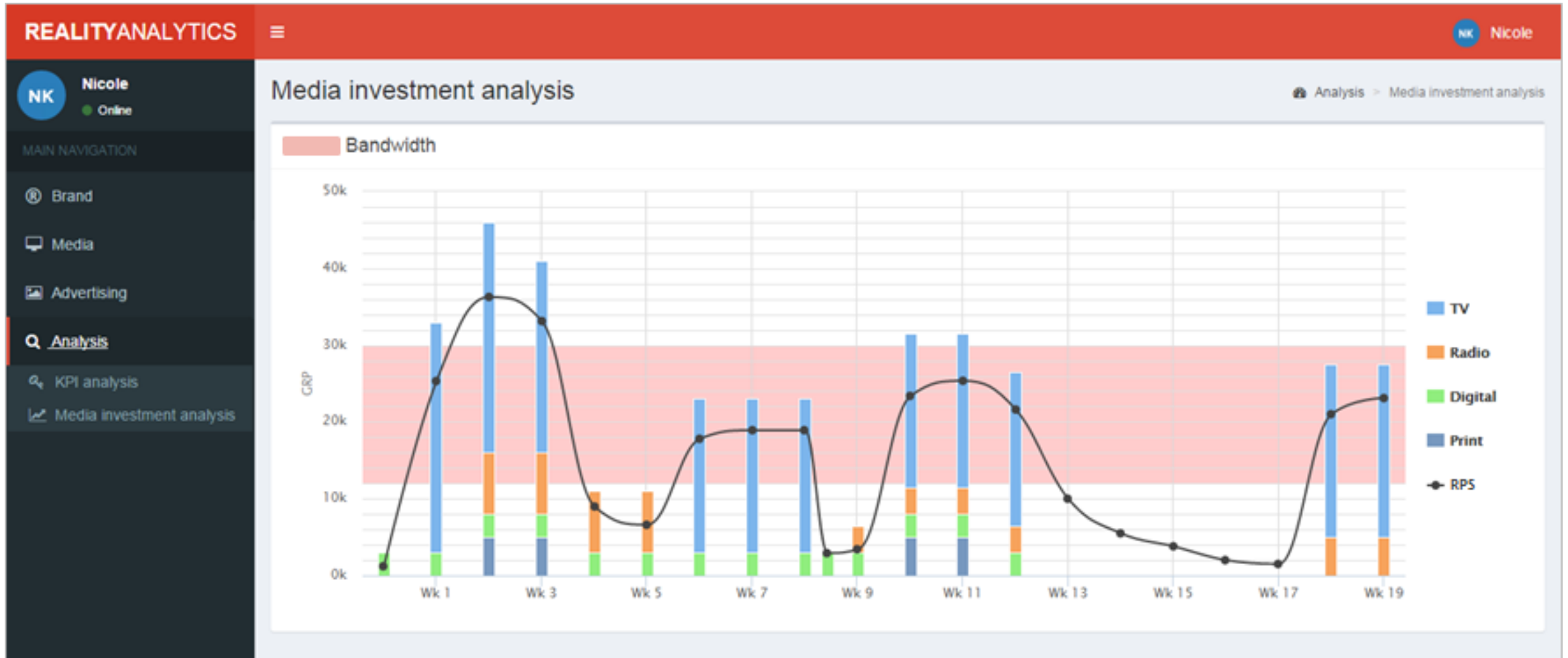
FIND THE BANDWIDTH FOR OPTIMAL MEDIA CONTACTS PER WEEK

4

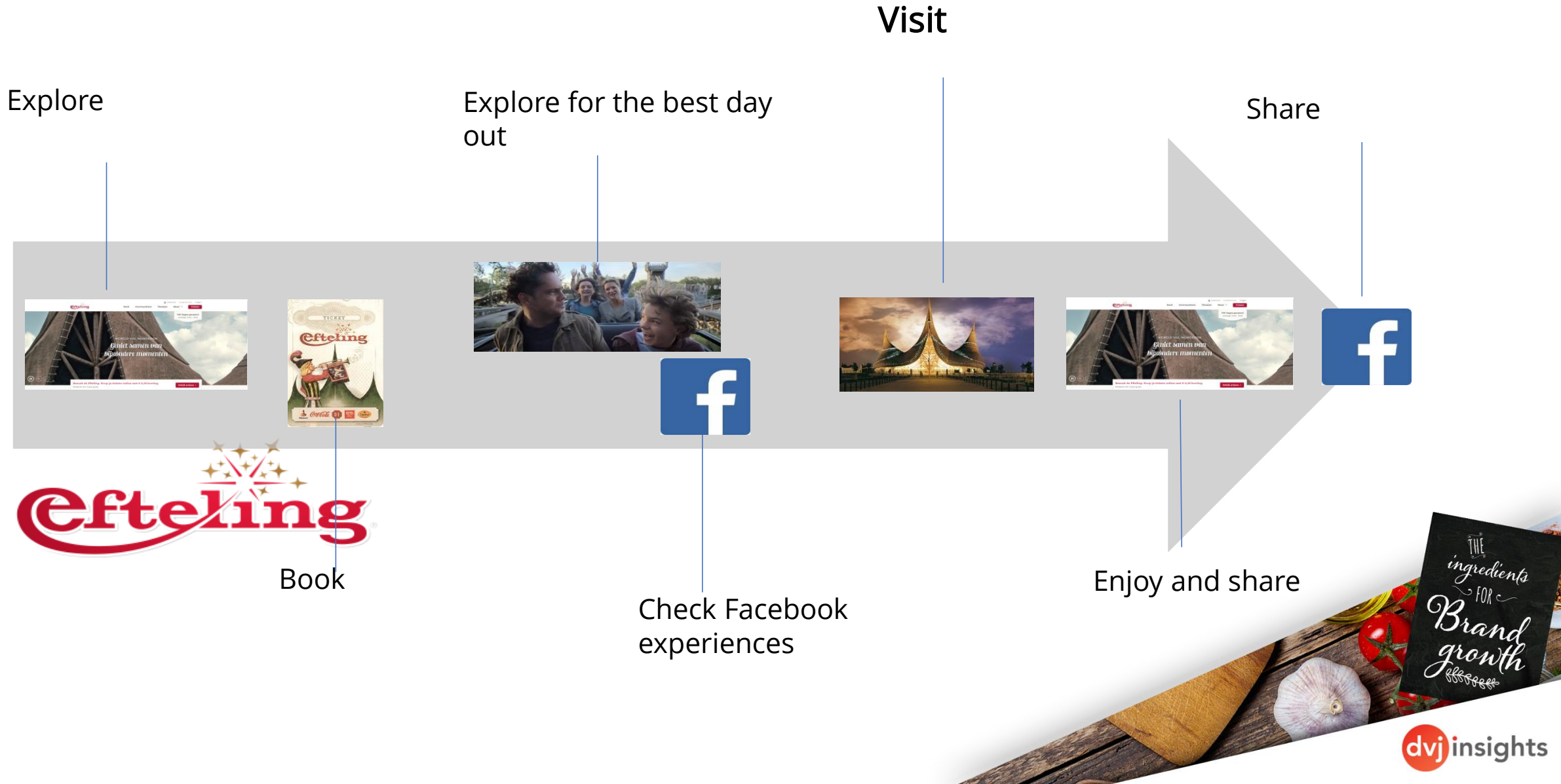
PLAN AND OPTIMIZE BY TRIAL, LEARN AND OPTIMIZE



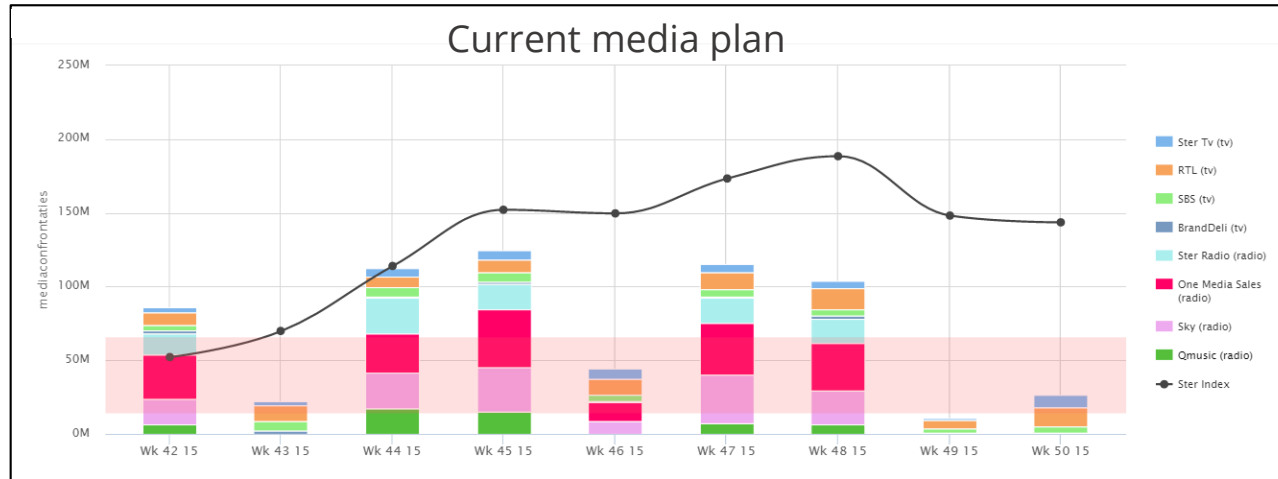
FINDING DVJ: WE'VE LEARNED THAT ALWAYS ON IS NOT ALWAYS ON



THE ANALYSES OF DATA SOURCES ALSO SHOWED A CLEAR PICTURE ON THE “MOMENT OF TRUTH”



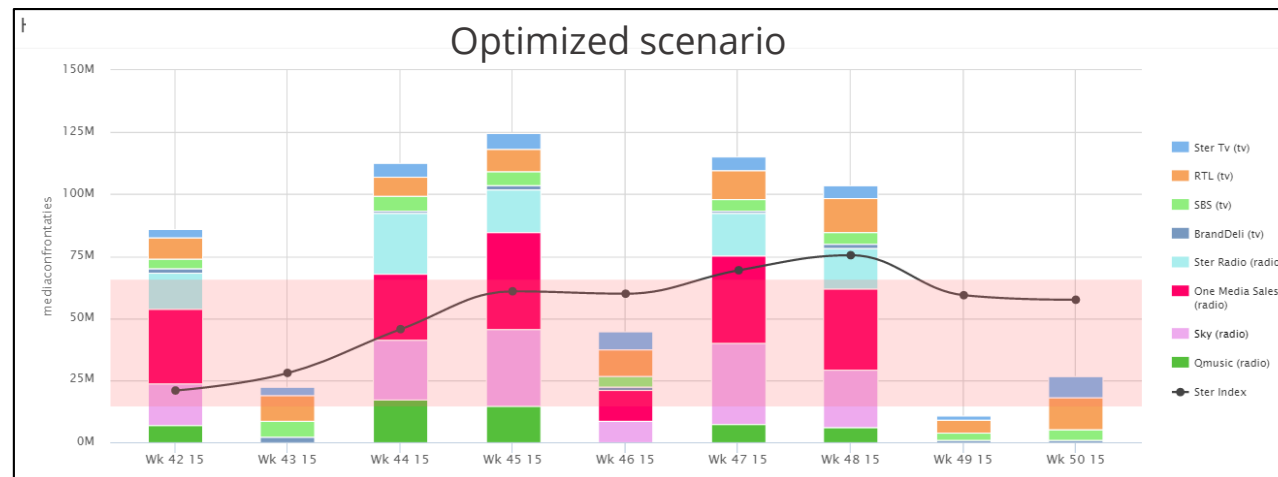
WE ALSO CREATED A UNIQUE PREDICTION TOOL WHERE THE RPS OF FUTURE CAMPAIGNS CAN BE OPTIMIZED



Based on the new media plan, the RPS index is determined during the campaign period.

Especially when the creative power of the campaign is known it is possible to see if the media plan creates enough contacts per week.

Adjustments can be made in the planning to increase effectiveness.



THE
ingredients
FOR
Brand
growth

